

Rep Order# 6825826 Ver# 2 Status Returned
EC'd Yes Traffic Order# 103289

Printed: 06/22/2012 8:34 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C. IE
Product NRCC IE 2012
Estimate# 2602
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY
Agency CPI/P2/E 1551425/2602
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

SC=*

— REMARKS —

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
1	F		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/05-10/05	2	1	2	\$800.00	
2	M		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/08-10/08	2	1	2	\$800.00	
3	TU		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/09-10/09	2	1	2	\$800.00	
4	W		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/10-10/10	2	1	2	\$800.00	
5	TH		5A-6A	WAKE W/WAGNRS1	:30	\$400.00	10/11-10/11	2	1	2	\$800.00	
6	F		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/05-10/05	2	1	2	\$1,450.00	
7	M		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/08-10/08	2	1	2	\$1,450.00	
8	TU		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/09-10/09	2	1	2	\$1,450.00	
9	W		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/10-10/10	2	1	2	\$1,450.00	
10	TH		6A-7A	WAKE W/WAGNRS2	:30	\$725.00	10/11-10/11	2	1	2	\$1,450.00	
11	F		7A-9A	TODAY SHW	:30	\$900.00	10/05-10/05	4	1	4	\$3,600.00	
12	M		7A-9A	TODAY SHW	:30	\$900.00	10/08-10/08	4	1	4	\$3,600.00	

Rep Order# 6825826 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103289
Printed: 06/22/2012 8:34 AM
Last Received: 06/19/2012 7:33 AM

Showing Buylines: All Lines
Last Received: 06/19/2012 7:33 AM

Station	KSNV-TV LAS VEGAS, NV.	Agency	() NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	Sales Office	() PHILADELPHIA
Advertiser	() N.R.C.C. II	& PLACEMENT, 815 SLATER LANE	ALEXANDRIA, VA 22314	Salesperson	() AMY MCCREARY	
Product	NRCC IE 2012	Agency C/P1/P2/E	155426/2602	Salesperson Phone#	215-568-6540	
Estimate#	2602	Flight Dates	10/05/2012 - 10/11/2012	Salesperson FAX#	215-568-1845	
Buyer	Ben Angle	Hiams Weeks				
Phone#						
Fax#						
LT	Ln	Day	Time	Program	Len	Rate
---	---	---	---	---	---	-----
13	TU	7A-9A		TODAY SHW	:30	\$900.00
14	W	7A-9A		TODAY SHW	:30	\$900.00
15	TH	7A-9A		TODAY SHW	:30	\$900.00
16	SA	6A-7A		NW3 AT SUNRISE	:30	\$375.00
17	SA	7A-9A		SATURDAY TODAY	:30	\$625.00
18	SU	6A-7A		NW3-SUNRS WKND	:30	\$375.00
19	SU	7A-8A		SUN TODAY	:30	\$500.00
20	F	9A-10A		TODAY SHW2	:30	\$425.00
21	M	9A-10A		TODAY SHW2	:30	\$425.00
22	TU	9A-10A		TODAY SHW2	:30	\$425.00
23	W	9A-10A		TODAY SHW2	:30	\$425.00
24	TH	9A-10A		TODAY SHW2	:30	\$425.00
25	F	10A-11A		TODAY SHW3	:30	\$325.00
26	M	10A-11A		TODAY SHW3	:30	\$325.00
27	TU	10A-11A		TODAY SHW3	:30	\$325.00
28	W	10A-11A		TODAY SHW3	:30	\$325.00
29	TH	10A-11A		TODAY SHW3	:30	\$325.00

2 of 7

Rep# 6825826 Ver# 2 Status Returned
EC'd Yes Traffic Order# 103289

Printed: 06/22/2012 8:34 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2602
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E 155/426/2602
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
30	F		11A-12P	RACHAEL RAY	:30	\$325.00	10/05-10/05	2	1	2	\$650.00	
31	M		11A-12P	RACHAEL RAY	:30	\$325.00	10/08-10/08	2	1	2	\$650.00	
32	TU		11A-12P	RACHAEL RAY	:30	\$325.00	10/09-10/09	2	1	2	\$650.00	
33	W		11A-12P	RACHAEL RAY	:30	\$325.00	10/10-10/10	2	1	2	\$650.00	
34	TH		11A-12P	RACHAEL RAY	:30	\$325.00	10/11-10/11	2	1	2	\$650.00	
35	F		1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/05-10/05	1	1	1	\$325.00	
36	M		1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/08-10/08	1	1	1	\$325.00	
37	TU		1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/09-10/09	1	1	1	\$325.00	
38	W		1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/10-10/10	1	1	1	\$325.00	
39	TH		1230P-1P	NEWS 3 AT NOON	:30	\$325.00	10/11-10/11	1	1	1	\$325.00	
40	SA		9A-930A	NEWS3 TDY-WKND	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
41	SU		930A-10A	CHRIS MATTHEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
42	F		3P-4P	DR. PHIL	:30	\$450.00	10/05-10/05	2	1	2	\$900.00	
43	M		3P-4P	DR. PHIL	:30	\$450.00	10/08-10/08	2	1	2	\$900.00	
44	TU		3P-4P	DR. PHIL	:30	\$450.00	10/09-10/09	2	1	2	\$900.00	
45	W		3P-4P	DR. PHIL	:30	\$450.00	10/10-10/10	2	1	2	\$900.00	

Rep Order# 6825826 Ver# 2 Status Returned
EC'd Yes

Printed: 06/22/2012 8:34 AM
Last Received: 06/19/2012 7:33 AM

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.			Agency	NATIONAL MEDIA RESEARCH PLANNING			Rep Firm	Printed:	06/22/2012 8:34 AM		
Advertiser	() N.R.C.C. IE			& PLACEMENT, 815 SLATER LANE	Sales Office	() PHILADELPHIA			Last Received:	06/19/2012 7:33 AM		
Product	NRCC IE 2012			ALEXANDRIA, VA 22314	Salesperson	() AMY MCCREARY						
Estimate#	2602			Agency C/P1/P2/E	155426/2602	Salesperson Phone#			215-568-6540			
Buyer	Ben Angle			Flight Dates	10/05/2012 - 10/11/2012	Salesperson FAX#			215-568-1845			
Phone#				Hiatus Weeks								
Fax#						Len	Rate	Dates	Spots/Week	# of Weeks		
LT	In	Day	Time	Program					Total Spots	Total Cost		
---	---	---	---	---		---	---	---	---	---		
46	TH		3P-4P	DR. PHIL		:30	\$450.00	10/11-10/11	2	1	2	\$900.00
47	F		430P-5P	NEWS 3		:30	\$725.00	10/05-10/05	1	1	1	\$725.00
48	M		430P-5P	NEWS 3		:30	\$725.00	10/08-10/08	1	1	1	\$725.00
49	TU		430P-5P	NEWS 3		:30	\$725.00	10/09-10/09	1	1	1	\$725.00
50	W		430P-5P	NEWS 3		:30	\$725.00	10/10-10/10	1	1	1	\$725.00
51	TH		430P-5P	NEWS 3		:30	\$725.00	10/11-10/11	1	1	1	\$725.00
52	F		5P-630P	NEWS 3		:30	\$725.00	10/05-10/05	3	1	3	\$3,600.00
53	M		5P-630P	NEWS 3		:30	\$1,200.00	10/08-10/08	3	1	3	\$3,600.00
54	TU		5P-630P	NEWS 3		:30	\$1,200.00	10/09-10/09	3	1	3	\$3,600.00
55	W		5P-630P	NEWS 3		:30	\$1,200.00	10/10-10/10	3	1	3	\$3,600.00
56	TH		5P-630P	NEWS 3		:30	\$1,200.00	10/11-10/11	3	1	3	\$3,600.00
*57	F		7P-730P	JEOPARDY		:30	\$1,300.00	10/05-10/05	1	1	1	\$1,300.00
	Station Remark:		V2	NOT NA - JEOP 630-7P								
*58	M		7P-730P	JEOPARDY		:30	\$1,300.00	10/08-10/08	1	1	1	\$1,300.00
	Station Remark:		V2	NOT NA - JEOP 630-7P								
*59	TU		7P-730P	JEOPARDY		:30	\$1,300.00	10/09-10/09	1	1	1	\$1,300.00
	Station Remark:		V2	NOT NA - JEOP 630-7P								
*60	W		7P-730P	JEOPARDY		:30	\$1,300.00	10/10-10/10	1	1	1	\$1,300.00
	Station Remark:		V2	NOT NA - JEOP 630-7P								

Rep EC'd	Order# Yes	6825826	Ver# 2	Status Returned	Traffic Order#103289	Printed: 06/22/2012 8:34 AM	Last Received: 06/19/2012 7:33 AM	6 of 7
					Showing Buylines: All Lines			
Station Advertiser	KSNV-TV LAS VEGAS, NV. () N.R.C.C. IE				Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm & PLACEMENT, 815 SLATER LANE Sales Office () PHILADELPHIA			
Product	NRCC IE 2012				ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY			
Estimate#	2602				Agency C/P1/P2/E 151426/2602			
Buyer	Ben Angle				Flight Dates 10/05/2012 - 10/11/2012		Salesperson Phone# 215-568-6540	
Phone#					Hiatus Weeks		Salesperson FAX# 215-568-1845	
Fax#								
L/T	In	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks Total Spots Total Cost Daypart
---	---	---	---	---	---	---	---	---
74	SA	9P-10P		PRIME-SAT-NBC	:30	\$800.00	10/06-10/06	1 1 1 \$800.00
75	SA	10P-11P		I&O SVU-SA-NBC	:30	\$1,200.00	10/06-10/06	1 1 1 \$1,200.00
76	SU	4P-515P		F'B'L NITE AMR	:30	\$2,500.00	10/07-10/07	1 1 1 \$2,500.00
77	SU	530P-830P	NBC SUN-F'B'L		:30	\$10,000.00	10/07-10/07	2 1 2 \$20,000.00
78	SU	830P-930P	NWS3 LIVE-PRIME		:30	\$1,600.00	10/07-10/07	2 1 2 \$3,200.00
79	F	11P-1135P	NEWS 3 AT 11		:30	\$1,200.00	10/05-10/05	1 1 1 \$1,200.00
80	M	11P-1135P	NEWS 3 AT 11		:30	\$1,200.00	10/08-10/08	1 1 1 \$1,200.00
81	TU	11P-1135P	NEWS 3 AT 11		:30	\$1,200.00	10/09-10/09	1 1 1 \$1,200.00
82	W	11P-1135P	NEWS 3 AT 11		:30	\$1,200.00	10/10-10/10	1 1 1 \$1,200.00
83	TH	11P-1135P	NEWS 3 AT 11		:30	\$1,200.00	10/11-10/11	1 1 1 \$1,200.00
84	SA	11P-1135P	WRD2 NWS-AT 11		:30	\$1,100.00	10/06-10/06	2 1 2 \$2,200.00
85	F	1135P-1235A	TONITE SHW		:30	\$500.00	10/05-10/05	2 1 2 \$1,000.00
86	W	1135P-1235A	TONITE SHW		:30	\$500.00	10/08-10/08	2 1 2 \$1,000.00
87	TU	1135P-1235A	TONITE SHW		:30	\$500.00	10/09-10/09	2 1 2 \$1,000.00
88	W	1135P-1235A	TONITE SHW		:30	\$500.00	10/10-10/10	2 1 2 \$1,000.00

Rep Order# 6825826 Ver# 2 Status Returned
FC'd Yes Traffic Order# 103289

Printed: 06/22/2012 8:34 AM
Last Received: 06/19/2012 7:33 AM
Showing Buylines: All Lines

7 of 7

Station KSNV-TV LAS VEGAS, NV.
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 2602
Buyer Ben Angle
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155425/2502
Flight Dates 10/05/2012 - 10/11/2012
Hiatus Weeks

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-5540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
89	TH	1135P-1235A		TONITE SHW	:30	\$500.00	10/11-10/11	2	1	2	\$1,000.00	
90	SU	1130P-1A	SAT NITE LIVE		:30	\$1,400.00	10/06-10/06	2	1	2	\$2,800.00	
91	SU	1135P-12A	SPORT NT-L VGS		:30	\$400.00	10/07-10/07	1	1	1	\$400.00	

—REPORT TOTALS—

Report Totals: 162 / \$147,225.00

—SALES MONTHLY TOTALS—

Oct 12: 162 / \$147,225.00

Sales Totals: 162 / \$147,225.00

Station Totals: 162 / \$147,225.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV
XXXX	\$397,905	0%	0%	0%	22%	37%
		KTNV	KTUD	KVCM	KVMY	KVUJ
		15%	0%	1%	3%	22%
		0%				

—COMPETITIVE COMMENTS—

EST SHARES BASED ON ALL 5 ORDERS

Books NOV12
Demos RA35+

— CREDIT RISK —

CASH IN ADVANCE